



Request for Proposal (RFP)

Prize Innovation Challenge for Content Development on Digital Commerce Training, Setting the certification process for delivering skill modules & Integrating Financial Health Scorecard as part of the process.

About ACCESS Development Services

ACCESS Development Services is a national livelihoods promotion organization with a focus on incubating innovations and developing sustainable models for livelihoods promotion of the poor. To this end, ACCESS is structured uniquely to work at all levels of the value chain – implementing programmes on the ground (Tier I), working with Civil Society Organizations, Government Departments, Corporate sector, and Multilateral / Bilateral Agencies (Tier II) as also undertaking national initiatives to influence and support policy initiatives and strengthening the enabling environment (Tier III). ACCESS, with its head office in New Delhi, has a pan-India presence having state offices in 9 states and 26 project offices. More at www.accessdev.org

About the flagship initiatives:

We are excited to announce an innovative initiative to empower women in urban and rural areas by providing them with comprehensive training on selling goods through digital commerce platforms under the Mission Digital Women initiative. As part of this initiative, we are launching a Prize Innovation Challenge to crowdsource high-quality content that will be instrumental in enhancing the digital commerce skills of women entrepreneurs. We are inviting proposals from experienced vendors to manage and execute this challenge.

Project Overview:

The objective of this Prize Innovation Challenge is to solicit content development in various engaging formats, such as Virtual Reality (VR) based videos, video animations, videos, comics, infographics, audio content, and other creative formats. The content will be designed to educate and empower urban and rural women to effectively sell goods through digital commerce platforms. The challenge aims to gather content that is informative, user-friendly, culturally relevant, and accessible to individuals with varying levels of digital literacy. The process of delivering content would also entail integrating a financial health scorecard as a way to understand the challenges of women's enterprises and also assist with setting the baseline. The final product delivery also entails a certification process which could be undertaken by individuals using the content.



Scope of Work:

The selected vendor will be responsible for the following tasks:

Challenge Design and Promotion:

- Develop a comprehensive challenge framework, including submission guidelines, evaluation criteria, and judging process.
- Design and implement a marketing strategy to promote the challenge and attract content creators from diverse backgrounds.

Application Management:

- Manage the online application portal for participants to submit their content entries.
- Provide technical support to participants during the submission process.

Content Evaluation and Judging:

- Assemble a panel of qualified judges to evaluate and score the content entries.
- Facilitate the judging process, ensuring fairness and transparency.

Prize Distribution:

- Manage the distribution of prizes to winners in accordance with the challenge guidelines.
- The vendor can propose the prizes for the challenge. The aim should be to cover all topics listed below and should draw content in different formats either full storyboard or full content.

Communication and Engagement:

- Maintain regular communication with participants, keeping them informed about key dates, updates, and results.
- We intend to open the innovation challenge across different universities in India and the proposed participation in the challenge is through team formation.

Certification:

- The vendor would bring together the universities or other institutions that could be engaged in providing certification. Post the delivery of the content to women enterprises through different channels. The certification process would entail undertaking quizzes, tests, etc. for drawing eligibility.



Topics for Content Development:

We have identified a range of topics related to digital commerce training for women. Participants can choose one or multiple topics to create content in various formats:

- Introduction to E-Commerce
- Product Selection and Research
- Setting Up an Online Store
- Effective Online Marketing Strategies
- Customer Engagement and Communication
- Managing Orders and Shipping
- Financial Management and Budgeting
- Digital Literacy and Online Safety
- Entrepreneurial Mindset and Confidence Building
- Creating a Strong Online Brand

Proposal Submission:

Interested vendors are requested to submit a detailed proposal that includes the following information:

- Overview of the vendor's experience managing innovation challenges and building digital journeys.
- The vendor should have strong experience working with universities in shaping digital engagement and should be in a position to assist with the certification process for women enterprises participating in the final content.
- Proposed approach for designing and executing the Prize Innovation Challenge.
- Description of the vendor's team and their qualifications.
- Budget estimate, including itemised costs for each phase of the challenge.
- Proposed timeline for project execution.

Timeline:

- Proposal Submission Deadline: 7 h September 2023
- Vendor Selection: 12th September 2023
- Challenge Launch: 15th September 2023
- Workshops: 20th September 2023
- Content Submission Period: 30th September 2023



- Content Evaluation and Judging: 10th October 2023
- Prize Distribution: 25th October 2023